

Edina Art Center Board Meeting

July 23, 2009

4:30pm at EAC

Edina Art Center Mission Statement

The Edina Art Center mission is to provide facilities, programs and services that meet and reflect the needs of our residents and neighbors for participation, education and enjoyment in the Arts with emphasis on fine arts.

Members present: Rick Fesler, Bev Fischer-Soshea, Heather Randall King, Megan Norman, Ken Rosland, John Swon, RenÃ© Usem, Bill McCabe and Michael Whitt

Members absent: Hafeed Bouassida, Sharanya Srinivasan

Staff present: Diana Hedges, Phil Johnson and Anne Spooner

CALL TO ORDER: Heather Randall King, Chairperson, called the meeting to order at 4:30 pm.

APPROVAL OF MAY MINUTES

The minutes for the June 25, 2009 meeting were read and approved.

EDINA PUBLIC ART COMMITTEE-Rick Fesler

Rick distributed the minutes for the June meeting of the Public Art Committee (EPAC) and asked that Board members write in the website address for EPAC. It is www.EdinaPublicArt.org. Minutes for each meeting are published there. Rather than bringing multiple paper copies of the minutes, Rick suggested that each member could consult the website as needed. Ken Rosland noted that the website included a statement that EPAC term limits are three terms. All other planning commissions and boards, with the exception of the Planning Commission, have term limits of two terms. He suggested that EPAC revise this to stay in line with other Boards. Ken also noted that EPAC bylaws state "EPAC serves in an advisory capacity to the City in all public art related matters. All City sponsored public art projects shall require City Council approval." While he felt that EPAC runs just fine, he suggested that, to fulfill that responsibility, anything that has to be recommended to the City Council for their action should be approved by this Board. Heather King asked how the limitation to two terms would affect present members of EPAC. Ken replied that because EPAC is a new body, and that three terms had been their understanding, that some phasing in and out might be necessary. Perhaps, some members might serve for three terms with newer members being limited to two terms. After some discussion of when and how the three term definition had transpired, Heather asked if a motion for this should specify how EPAC should rectify the situation. Ken recommended that any motion might simply specify that EPAC should develop a plan to come into compliance with the two-term norm. Heather suggested that the Board send a recommendation to EPAC that they come into compliance via Rick rather than make a formal motion. Rick agreed to do so.

Diana Hedges stated that bicycle task force committee has created some mosaics that they would like placed in Edina parks, possibly the Promenade. That request has been passed on to Linda Kieffer, EPAC Chair. She contacted the committee and a task force representative will make a presentation at the August EPAC meeting. This would foster more community participation as opposed to inviting works from outside Edina. Rick commented that a number of mosaics had been created and were in storage. Diana added that the committee

had been working with an organization in Minneapolis called Mosaic On A Stick. The project needs to be finished. She had met with pottery instructor, Adama Sow, who has agreed to help them do the proper grouting that will last outdoors. This should be a fun project. Heather added that EPAC Chair Linda Kieffer is a former Art Center Board member.

Michael Whitt asked if any further information had been obtained regarding contributions to EPAC via automatic additions to water bills. He had noticed that his automatic contribution had not been included on a recent water bill.

Rick responded that, while EPAC had not met in July, his water bill had included his family's contribution. Michael commented that this is a fabulous way to raise funds for public art but few people seem to know about it. Ken responded that it has not been very successful. The original thought had been to have people "round up" to the next even dollar rather than commit to a specific amount. That approach had been very successful in other communities. That procedure had been judged as too difficult by LOGIS, the vendor that processes water bills for Edina. Bev Fischer-Soshea asked if anyone had challenged apartment and

Condominium complexes to participate in the contribution program. They pay huge water bills and a few dollars more might not be a big thing for them. Heather suggested that Rick bring this idea to EPAC for their consideration.

CONNECTING WITH THE SCHOOLS - Renee Usem

Renee distributed a document (Attachment A) dated July 23 giving an update following her meeting with the Superintendent of Edina Schools. The meeting with the Superintendent produced a commitment to a pilot program entitled "EAC Artist in Residence." The pilot would involve two classes, perhaps in the 4th and 5th grades. The classes might occur 4 times a year. Next steps are to develop a draft implementation plan to be presented to art teachers in August. Renee will then present the plan to the EAC Board for approval.

Bev asked who was currently involved in aiding art teachers - were they from the Minneapolis Institute of Arts? Renee replied that some parents were involved in a support program Art Masterpiece. Bill McCabe asked if there was any money involved for the Art Center, i.e. revenue or expense. Heather asked if the students would be encouraged to buy their supplies at the Art Center. Renee replied that those subjects were still to be determined but it is likely that the district would provide some supplies to keep the costs very low. Diana added that this is an opportunity to have several skilled instructors from the Art Center make a great impression on faculty, students and parents. If some minimal amount of money is needed from the Art Center, it can be taken from the Peggy Kelly Family Fund or the Pat VanValkenburg fund, and it will be money well spent. Renee said a cost-benefit analysis can be done after the details are worked out. It should be mentioned that the district has a quarterly newsletter that goes out every residence in Edina. The EAC Artist in Residence program will receive a prominent spot in those newsletters and the district website. Bill added that his wife had taught in the Art Masterpiece program for several years and had experienced the challenges of managing classroom behavior. That is an important requirement in teaching in primary and secondary schools. Heather commented to Renee that she had certainly made a lot of progress in a very short time and the Board would look forward to hearing the next chapter.

GREER GARDEN - Bill McCabe and Renee Usem

Bill distributed a progress report (because it is a narrative rather than a table or bullet chart, it is reproduced below).

“Based on the proposal made by Bob Kojetin and Ken Rosland at the meeting on May 28, the Board approved a motion to begin planning the Greer Garden as a memorial to Pat and Bill Greer. Following that meeting, John Keprios began a review with the City of Edina to establish a process for development of the garden.

At the Board’s June 25 meeting we learned that the City had, some years earlier, engaged an architect to plan a similar facility in the same proposed location. John Keprios reported at that meeting that he would contact the architect to learn the extent of the work that had already been done. Shortly after that meeting, City Manager Gordon Hughes asked our Chair to select Board Members to serve on a committee with him and John Keprios to shepherd the planning process and provide a liaison between the City and the Board.

Renee Usem and I were asked and accepted the opportunity to serve on the committee. We met with Diana, Heather, Gordon Hughes and John Keprios on July 9 and after discussion established the following priorities for the garden planning:

- 1) Access for limited mobility
- 2) Area for people to use for sketching
- 3) Renewable/green
- 4) Use of sustainable materials
- 5) Visually connect indoor and outdoor spaces

A second meeting with Gordon Hughes, John Keprios, Diana, Heather, Renee and I took place last Tuesday, July 21. Landscape Architect Candace Amberg of Brauer and Associates had refreshed the 1997 plan and presented an updated version with very preliminary cost estimates that exceed the currently available funds of about \$20,000. We discussed the plan in terms of the above priorities and concluded we need to get more precise information about needs and cost before proceeding.

One question to be addressed is whether the Greer Garden will be a functional or aesthetic space. To be functional for visitor, student and staff use, we assume the cost will be higher because of the standards to which it would have to be built. To be a garden for viewing - great to look at but only intended for plantings and no other regular use - the space can still meet the original memorial intent. We will gather additional data to include in our recommendation to the Board.

We don’t seek any action from the board this afternoon. We will be prepared with a plan and detailed cost proposal at our August meeting. Between now and that meeting, we invite you to walk outside the Art Center and look at the space under consideration. It will give you a better sense of scale and placement when we look at plans.”

Views of Monet’s Garden at Giverny

Bill McCabe
Renee Usem

July 23rd Board deliberations resume here: Michael Whitt asked if the five items listed were requirements or priorities. Bill replied that they are priorities. Michael asked if the Board can make them requirements. Bill replied that the issue of functionality vs aesthetics will

shape how the City will have to approach the project. Following those decisions, the Board can evaluate whether those items have been addressed satisfactorily and go from there. Heather added that the Greer family will also be consulted again at that time. Renee added that she and Diana plan to survey staff and art center participants to gather their opinions regarding functions and aesthetics. John Swon asked if either Bill or Renee had seen the 12 year old conceptual plan previously developed by a consulting organization. Bill replied that the 1997 plan had been the basis for the updated version presented at the July 21 committee meeting. Heather stated that we will look forward to further progress at the next meeting. She also expressed, on behalf of Board members, appreciation to Ken Rosland for getting the ball rolling on the Greer Garden project.

FILM FESTIVAL - John Swon

John reported that his committee had an initial planning meeting. The members of his committee to date are: Rick Fesler, George Hadjyanis, Sharanya Srinivasan, Scott Androff, Megan Huber and John Springer. Megan and John are local filmmakers and cinematographers who will bring great skills and perspective to the festival. Great progress was made in the few days following the first meeting. Rick Fesler contacted Gene Hoglund, owner of the Edina Landmark Theater, to begin discussions of participation in the festival. The first goal is determine with the theater what the parameters and costs would be were the festival to be held at that facility. Some decisions would involve how many days and how many screens would be dedicated to the Edina Film Festival. The committee is agreed that it would be hard to visualize not having the festival located in Edina and not at the Landmark Theater given its historic role in the community. If it is deemed cost prohibitive, of course, we will not base the festival there.

The goal is to arrive at the structure and finances in the August committee meeting so we can report to the Board next month. The seven-member committee will need a lot of help from a lot of creative people in the months to follow. No date has been set for the festival but Fall 2010 is still the target. Local involvement and flavor is very important. Diana asked if a Children;s division was included. John replied that student participation was definitely one of the priorities. Diana added that a class in animation is offered this fall. Season Mustful will teach this class for 7th thru 12th graders. Next to the class description, the fall schedule will have words that say "Get ready for the Film Festival 2010."

FALL INTO THE ARTS - Ken Rosland

Ken reported on preparations for the 7th Annual Fall Into the Arts Festival, September 12 and 13, 2009 at Centennial Lakes. 250 artists will display and sell their works around the lake and in an adjoining parking lot. This will be the last year for Festival Director Karen Knutson who has been responsible for much of the success of this event to date. Ken is looking for a coordinator for next year's event. The good news is that a great team of people has been formed over the years so the future is bright. The festival is a fundraiser for the Edina Crime Fund with a little over 45 thousand dollars raised over the past six years. Most of the staff for this event is paid professionals to ensure continuity of effort. The festival has become well accepted in the art community with about 70% of exhibitors returning the next year. It is a juried show with careful attention paid to attracting the proper mix of artists and attractions. Concessions with food and drink are featured. In past years, the Art Center has sold wine and sodas in the Centrum building but that is subject to the Board's decision this year. The Art Center has not made a lot of money in past years and this has involved a lot of volunteer effort. If the Art Center chooses not to do it this year, Ken will operate the "Tavern on the Lake" to benefit the Crime Fund using paid, licensed personnel. The Art

Center can have a booth out front of the Centrum for sales if desired. Diana stated that the staff recommendation is that the Art Center operates a tent to create art related recycled items. This will be a hands-on activity for all ages. This will provide more appropriate and better visibility for the Art Center. Diana commented that the Fall into the Arts festival has such a good reputation in the art community because the artist vendors do well and are treated so well. Ken added that several artist vendors are planning to feature “green” products at the festival. Heather asked how many volunteers have been involved in the Art Center’s “Tavern on the Lake” in past years. Diana estimated that 20 people have been needed to cover all the shifts during the two days, not to mention the setup on Friday. She stated that this is a programming decision which is probably up to the staff rather than being in the Boards domain. Heather asked if there were any comments from the Board. No member commented. Bev asked Ken if Edina police can allow you to have large signs to guide people into Centennial Lakes. She had trouble figuring out where to go in past years. Ken responded that it can be difficult because there is so much potential for confusion in that area the first time you come there.

JURIED SHOW-Michael Whitt

Michael distributed a document which included a summary of important information, a copy of the Sponsorship Solicitation letter that was mailed on July 22 and the Donation and Sponsorship Form that accompanied the letter. The summary report included details regarding important Juried Show (JS) dates, collateral and publicity, awards, Grand Opening Reception, Judges, Budget and Fundraising and volunteers. That summary report is Attachment B. A lot had been accomplished in the past 30 days. Approximately 1500 letters had been stuffed and mailed to persons on a list that had been provided by Anne Spooner. 15 of the letters included hand-written notes from Board members to previous donors thanking them for previous sponsorship and encouraging their participation this year. This year, printing and folding was done by Jerry’s Printing and mailing was done by Braemar Mailing. We sent out more this year for less money. Publicity this year included an “email blast” as well as distribution via email to 25 colleges. An article is being written for Edina’s About Town featuring a human interest story about Judy Lieber, one of the original participants in the first Juried Show.

Michael highlighted several topics in his remarks: Award ribbons have been printed. An additional award has been added this year. The Betsy Bryant Pottery Award in the amount of \$100 is funded by the EAC Pottery department. Heather, Ruth Valgemae and Michael met with the France and 44 people to finalize the menu for the Grand Opening Reception. They are working with City Hall to ensure that all ordinances and regulations are understood and complied with. To commemorate the 25th Anniversary of the Juried Show, a cake or cupcakes will be served. Also, Renee will donate special dessert items such as truffles and other fancy sweets. Michael will have a draft of the event program at the next meeting. Judges have been contacted and booked. They are Mary Roettger (a potter) and Hend al Mansour (a photographer and print maker). On the budget and fundraising front, we’re under budget and sponsors have been obtained for 3 specific awards and Ken has offered a major sponsorship. Signup sheets will be posted within the Art Center for volunteer slots to support Bring-in Day, Judging Day and the Grand Opening.

DIRECTOR’S REPORT - Diana Hedges

The Director’s Report had been distributed to Board Members prior to the meeting and is attached to these minute as Attachment C.

Diana regretfully informed that a former Board member, Dodie Paul, had passed away. She was a Board member for 14 years and served the community with great energy for all those years. She will be missed.

Tonight, Art Center instructors will participate in an art activity "Fam Jam" at Rosland Park. We will be making recycled crowns and will be passing out camp brochures, etc.

OTHER BUSINESS

Heather thanked members for providing biographical information that was provided to the other Board members. The only other homework is to take the time to walk around the outside area proposed for the Greer Garden in order to be familiar with the dimensions and layout for the project.

COMMUNITY COMMENT

During "Public Hearings," the Chair will ask for community comment after City staff members make their presentations. If you wish to speak on the topic, you are welcome to do so as long as your comments are relevant to the discussion. To ensure fairness to all speakers and to allow the efficient conduct of a public hearing, speakers must observe the following guidelines:

- Individuals must limit their presentations to three minutes. The Chair will modify presentation times, as deemed necessary.
- Try not to repeat remarks or points of view made by prior speakers and limit comments to the matter under consideration.
- In order to maintain a comfortable environment for all those in attendance, the use of signs, clapping, cheering or booing or any other form of verbal or nonverbal communication is not allowed.

During "Community Comments," the Chair will ask to hear from those in attendance who would like to speak about something not on the agenda. Individuals must limit their presentations to three minutes and cannot speak to an issue for which a public hearing was previously held and closed or a matter scheduled for a future hearing. Individuals should not expect the Board to respond to their comments. Instead, the Board might direct the matter to staff or consideration at a future meeting.

The City of Edina wants all residents to be comfortable being part of the public process. If you need assistance in the way of hearing amplification, an interpreter, large-print documents or something else, please call 952-927-8861 72 hours in advance of the meeting.

No members of the community were present.

ADJOURNMENT

The meeting was adjourned at 5:35 pm.

Next Board Meeting will be August 27th at 4:30pm.